

## ABSTRACT

A system is provided for managing timely delivery of electronic messages, such  
5 as short message service (SMS) messages sent by the short message peer to peer (SMPP)  
protocol. In particular, the system determines an expected delay for the delivery of  
electronic messages, so that a sender can avoid sending messages when they will take an  
excessive amount of time to deliver. In one embodiment, a sender of electronic messages,  
such as a news service provider, sends a session initiation protocol (SIP) "subscribe"  
10 message to a delay manager. The delay manager determines when the expected delay of  
message delivery at a bulk message gateway falls below a threshold delay. When the  
expected delay falls below the threshold, the delay manager informs the sender, and the  
sender may create and send an electronic message.